

7-1-1962

Maine Developments, July 1962

Maine Department of Economic Development

Follow this and additional works at: http://statedocs.maine.gov/decd_docs

Recommended Citation

Maine Department of Economic Development, "Maine Developments, July 1962" (1962). *Economic and Community Development Documents*. Paper 96.

http://statedocs.maine.gov/decd_docs/96

This Document is brought to you for free and open access by Maine State Documents. It has been accepted for inclusion in Economic and Community Development Documents by an authorized administrator of Maine State Documents. For more information, please contact statedocs@maine.gov.

M
C.2
860.14
23/1: 1/8
1/8

MAINE DEVELOPMENTS

Department of Economic Development

• Augusta, Maine •

Lloyd K. Allen, Commissioner

Vol. 1 No 8

July-August, 1962

VISITOR'S BONUS

The MAINE PRODUCTS SHOW is, of course, primarily a business proposition. But there's nothing in the contract to prevent Show visitors and their families from taking in the wondrous sights of Bangor and the surrounding country while they're here.

Not only is Bangor, itself, an interesting place in which to browse, it is the hub for a veritable wheel of fortune of never-to-be-forgotten side trips. North, south, east and west, uncrowded highways radiate from Bangor like magic carpets to whisk the visitor into fairylands of mountains, lakes, seashore and just plain rural scenery.

We urge you to visit Booth No. 56 near the main entrance, where the friendly folk of the Bangor Chamber of Commerce will be glad to suggest the best routes to the most interesting places.

Meanwhile, here are just a few of the activities which will be taking place within a few miles of Bangor during the Show:

Now Going On

The Skowhegan State Fair, one of the biggest and best in the East, will be running full blast August 11-18, with harness horse racing and all of the fixin's that conspire to make attendance at a typical Maine agricultural fair a thing to remember. Skowhegan is about fifty miles west of Bangor on Route No. 2. And Lakewood, one of the first summer theaters in Maine, and one of the best, is nearby.

The Maine Women's Championship Golf Tournament will be underway August 14-17 at the Penobscot Valley Country Club in Orono, about seven miles north on Route 2.

The Ellsworth Blueberry Festival will be celebrated August 16-18 in Ellsworth, 26 miles in a southeasterly direction from Bangor, on Alternate Route U. S. 1.

Island Bicentennial

Forty-five miles-or-so almost directly south of Bangor there's a rare opportunity to witness an island bicentennial. Deer Isle, across Eggemoggin Reach from Sargentville, off the southern tip of Hancock County in eastern Penobscot Bay, is commemorating the first settling of the island in 1762.

It's only within the last few years that there's been a bridge from the mainland to the island, and so the little fishing villages which cluster in the sheltered coves are just about as unspoiled as any you can find nowadays. The villages have such intriguing names as Little Deer Isle, Sunset, Sunshine, Oceanville and Burnt Cove.

Stonington, with a population of 1412, is the largest town, and contains a granite quarry which has produced stone for many famous buildings for a century or more and is still in operation. The Town of Deer Isle, population 1105, was incorporated in 1789.

Continued on Page Two

The 2nd Annual Maine Products Show

by GOVERNOR JOHN H. REED

I wish to express my appreciation for the effort and imagination which have been expended to make this Second Annual Maine Products Show the success which it promises to be, and to commend the Department of Economic Development, its sponsor, and the other State Departments, the City of Bangor and the many individuals and firms which have contributed so much to it.

The First MAINE PRODUCTS SHOW, held in Augusta last year, was recognized as a nationally outstanding example of industrial promotion by the Public Relations Society of America when the Society awarded its highest honor, the Silver Anvil Trophy, to the Public Relations Division of DED, which conceived and sponsored what I hope will be the first in a long series of annual "Showcases for Maine Industry."

The MAINE PRODUCTS SHOW is designed, primarily, to afford Maine manufacturers the opportunity to exhibit their products and to discuss business with procurement officers of Government agencies and the purchasing agents and trade representatives who come here for the purpose from many states and Canada — even from foreign lands. But the Show, I would point out, does far more than this.

Tourist Attraction

Held during the height of our summer vacation travel season, the MAINE PRODUCTS SHOW provides a major attraction for our visitors from out of state and cannot fail to impress them with the variety and quality of things produced in Maine. A spot check of the parking area adjacent to last year's Show in Augusta revealed that more than

20 percent of the cars bore out of state registration plates.

The Show also provides an educational opportunity for our teachers and students, as well as a source of pride for all of us who are privileged to see, gathered at one time under one roof, so many of the industrial and agricultural products of our great State.

It would be difficult indeed to over estimate the value of the national and international publicity which Maine receives from stories written by writers and editors of metropolitan newspapers and national magazines who flock to the Show. These articles appeared in important publications for many months after last year's Show, and early reservations indicate that even more writers and editors are planning to attend this year's "Showcase," including twenty members of the foreign press from Washington and from New York City.

A Major Promotion

And, last but not least, the increase in retail business enjoyed by the host city is a well deserved bonus for the local officials and business people who labor so diligently to make the affair a success. Just as happened in Augusta last year, accommodations in the hotels and motels of Bangor and vicinity were reserved weeks in advance of the Show.

I believe that the Maine Products Show, in the short space of two years, as an industrial promotion, has placed itself upon a par with the famed Rockland Seafoods Festival, the Belfast Broiler Festival and the Aroostook County Potato Blossom Festival which have so ably promoted Maine seafoods and agricultural products through the years.

BUYERS WEAR BADGES

Probably never before in Maine have so many Maine business people had the opportunity to meet face to face with so many prospective customers as will be roaming the floor of the Bangor Auditorium during this year's MAINE PRODUCTS SHOW.

As much as three weeks before the Show more than 350 purchasing agents representing big and little firms all over the East, and Government procurement agencies, had signified their intentions to attend the Show, and more invitation acceptances were arriving by every mail. It was estimated that at least 500 buyers would be present during one or more of the three days of the Show.

We would like to point out that the opportunity to meet these buyers is open to every Maine firm — not to just exhibitors alone.

In order that these buyers may be recognized by Maine business people DED is

providing white badges for them to wear. The name of the wearer and the company he represents will be printed on the badge.

Meet The Buyers

Don't be bashful!

Whenever you see a man wearing a white badge at the Show step up and make yourself known. This not only is the courteous and the hospitable thing to do — it's your chance to collect a new customer, maybe. And the buyers are just as anxious to meet you as you are to meet them. That's why they're here — to meet Maine manufacturers and learn about their products.

And the chief purpose of the Show is to bring buyers and sellers together, to stimulate Maine business.

Incidentally, it may interest you to know that some 38,000 purchasing agents were

Continued on Page Two

Visitor's . . .

(from Page One)

The bicentennial is sponsored by the Deer Isle-Stonington Historical Society, whose members will welcome you with typical downeast hospitality.

Big Bridge

The Deer Isle-Sedgewick Bridge is said to contain one of the 25 longest suspension spans in the world — 1080 feet, and it's toll free. You can use alternate routes going and coming from Bangor, travelling on the east bank of the Penobscot one way and the west bank the other, thereby seeing both banks of Maine's second-largest river. Ask the Bangor Chamber of Commerce folks at Booth 56, for route numbers.

And be sure not to miss driving to the top of 1530-foot-high Cadillac Mountain near Bar Harbor — it's less than fifty miles southeast of Bangor.

There are so many things to see in and around Bangor that we can't hope to mention them all here. But the Bangor Chamber of Commerce people will be glad to talk about them, for as long as you care to listen.

Buyers . . .

(from Page One)

invited to the Show, in one way or another. The DED sent out several hundred personal letters of invitation. There were stories and pictures in *Purchasing Week* and the *New England Purchaser*, trade magazines.

Many Maine concerns sent letters of invitation to the purchasing departments of their suppliers. The Governmental agency exhibitors circulated thousands of invitations. Newsletters went to members of the New England Purchasing Agents Association and to its Maine counterpart.

One large Corporation, General Electric, plans to send no less than eight buyers from its various Massachusetts divisions to the Show. This company buys materials and supplies from something like 45,000 firms, large and small, throughout the country.

Don't miss the opportunity to tell these buyers about your company and its products!

Government Contracts

And don't, whatever you do, fail to visit the booths occupied by the Government agencies, the world's largest buyers of just about everything under the sun. Experienced officials will man these booths, and they are eager to talk with you and to explain how you may sell your goods or services to their agencies.

Here's a list of Government agencies, with booth numbers:

- Portsmouth Naval Shipyard, 5, 6.
- Department of Commerce, 8, 26.
- Small Business Administration, 22, 23.
- General Services Administration, 24, 25.
- U. S. Air Force, 27.
- U. S. Navy, 28.
- U. S. Army, 29.
- National Aeronautics & Space Administration, 54, 55, 57-61.

Helping Hands

by LLOYD K. ALLEN, Commissioner, DED

If the Maine Products Show series is unique among state industrial promotional programs, and federal procurement officials who deal with many states have told us that it is, then the prodigious amount of time, effort and expense which other Departments of State Government, local governments and organizations and many individuals and business firms have expended to assure the success of the Show is the one outstandingly unique feature of the entire production.

The cooperation DED has enjoyed from the many sources which have teamed up to help put on the Augusta and the Bangor Shows is nothing short of fantastic. I have never experienced anything, anywhere, to equal it.

While it is true that the DED staff has contributed many, many gruelling hours of uncompensated overtime work to put on these shows, there is not a member of the staff who does not recognize and appreciate the assistance which has been so freely given, and who does not join me in saying that the results could not have been achieved without these helping hands.

Nothing can impede the march toward economic betterment of a State which contains such public spirited citizens.

DED has been engaged in telling the world that the State of Maine has just about the best industrial climate available for plant relocations.

The many contributions of Maine citizens toward promoting existing Maine industry through the MAINE PRODUCTS SHOWS proves it.

Selling Maine

An industrialist considering a plant relocation can not help but be influenced by this tangible evidence of good industrial climate on so prodigal a scale. It is for this reason that I shall recount here a few of the instances of the phenomenal cooperation we have received.

The entire state press, and this includes radio and television stations, has been most generous in space used to publicize the Show. As this is written Special Show Editions are planned by the *Bangor Daily News*, *Grange Herald*, *Enterprise*, *Maine State Labor News*, *Maine Trucking News* and *Maine Stater*. Bangor radio and television stations WABI and WLBZ plan special programs during the Show, including live coverage.

Gordon Clapp, *Bangor Daily News* public relations director, is chairman of the Visiting Press Host Committee and the *NEWS* is making its auditorium available for a panel discussion and providing a reception and a luncheon for visiting writers, editors and others.

Other Visiting Press Host Committee members are Lorin Arnold, dean of State House reporters, *Bangor Daily News*; Howard L. Cousins, Jr., Bangor & Aroostook Railroad; Peter Damborg, Maine State Employees Association; and Richard B. Bronson and Charles Sias, WABI-TV and Radio, Bangor, and James Robinson and Irving Hunter, WLBZ-TV and Radio, Bangor.

State Departments

The State Departments of Agriculture and Sea and Shore Fisheries have teamed up to provide an exhibit of processed Maine foods

and Agriculture and Maine Hereford Association personnel are managing the huge barbecue. Sea and Shore also is providing its patrol boat *Guardian*, with a lobster stew and a sail on the Penobscot River for visiting press, purchasing agents and others.

Also cooperating with the barbecue are the Houlton Regional Development Corporation, Penobscot County Civil Defense Unit, Bangor Jaycees. Several Maine firms have donated items for the barbecue, and Maine potato processors will give away frozen french fries to all comers during the Show's three days.

The University of Maine, the Maine National Guard, the Maine Dairy Council are donating valued products or services, and so are the Bangor Chamber of Commerce and the State Chamber, the City of Bangor and many individuals and companies of that hospitable city.

The Maine Port Authority has invited 13 foreign trade representatives to attend the Show and plans to provide a craft for river trips.

An official of the Bangor & Aroostook Railroad has made his summer home and the company's yacht available for entertainment of visiting trade representatives and others.

Other active Maine participants are the Bureau of Purchases, Industrial Building Authority, Development Credit Corporation, Maine Publicity Bureau.

Spaghetti Feed

The president of the Prince Macaroni Manufacturing Company of Lowell, Mass. has scheduled a spaghetti and meatball luncheon for purchasing officials. Mr. Joseph R. Pelligrino also is a partner in the Dane-T-Bits Biscuit Company of Massachusetts, which is building a new plant in Auburn, Maine.

The American Telephone and Telegraph Company is installing a working model of its satellite communications system and the National Aeronautics and Space Administration is providing a full scale model of a space capsule.

Among the most valued of the out of state participants are the six U. S. Government agencies which will have exhibits manned by responsible officials to tell Maine manufacturers how to obtain contracts and services from their agencies. These include:

Small Business Administration; U. S. Department of Commerce; General Services Administration and Army, Navy and Air Force.

And so it goes, through a list so long that it is impossible to include every name and instance here. But I believe that I have given you enough instances to indicate the many individuals and organizations which have earned the gratitude of DED and the citizens of Maine through their efforts in making the "Showcase for Maine Industry" a success.

You may be sure that those contributors whose names have not been mentioned here have not been forgotten or that their services are any the less appreciated. I shall make an opportunity to thank each of these personally or by letter.

Meanwhile - - - isn't Maine a wonderful place in which to live and do business!

Schedule of Events

TUESDAY, AUGUST 14

Reception

PENOBSCOT VALLEY COUNTRY CLUB, 5:00 p.m.; 7 miles from Bangor Auditorium in Orono on Route 2. The 1962 MAINE PRODUCTS SHOW will be launched at a festive reception with Maine Governor John H. Reed as guest of honor. Exhibitors, purchasing officials and representatives of Maine and out-of-state publications, radio and television stations will join Bangor city officials, state government officials and other invited guests at this kick-off event sponsored by the Bangor Chamber of Commerce. Out-of-state writers should register on arrival. Those desiring transportation from Bangor should contact Gordon Clapp at the *Bangor Daily News* by 4:30 p.m.

Barbecue

BANGOR AUDITORIUM GROUNDS, 6:30 p.m. Ticket holders will be treated to a tasty Outdoor Roast Beef Barbecue served by the Maine Hereford Association, sponsored by the Maine Department of Economic Development and Department of Agriculture with the cooperation of the Houlton Regional Development Corporation, Bangor Jaycees, Penobscot County Civil Defense and several Maine firms to be cited on the Barbecue menu. Governor Reed and DED Commissioner Lloyd K. Allen will offer brief remarks.

Show Preview

BANGOR AUDITORIUM immediately following the Barbecue.

WEDNESDAY, AUGUST 15

News Conference

Bangor Daily News Auditorium, 10:00 a.m. Commissioner Allen will serve as moderator of a panel consisting of manufacturers and business executives who will treat the subject, MAINE AND THE COMMON MARKET COUNTRIES.

Procurement Clinics

Bangor Auditorium, 10:00 a.m. Federal procurement officers and other purchasing officials will have, until noon, an opportunity to meet Maine manufacturers and make contacts for contracts as they discover new sources of supply.

THE PRODUCTS SHOW IS OPEN TO THE PUBLIC FROM NOON UNTIL 10:00 P.M. AUGUST 15, 16, and 17.

News Reception

Bangor House, 12:30 p.m. Maine and visiting writers are invited to join panelists, radio, and television personnel at a reception sponsored by the *Bangor Daily News*.

News Luncheon

Bangor House, 1:00 p.m. Sponsored by the *Bangor Daily News*.

Exhibitors and Purchasing Officials Luncheon

Bangor Auditorium Grounds, 12:30 p.m. Free.

Writers' Boat Trip

3:00 p.m. Visiting writers are invited to board the Department of Sea and Shore Fisheries' vessel, "Guardian" for a two-hour trip on the Penobscot River.

THURSDAY, AUGUST 16

Tours

Tours or individual visits to area industries and installations by out-of-state writers will be arranged by the Visiting Press Host Committee. Contact Gordon Clapp, *Bangor Daily News* Public Relations Director.

Business Before Pleasure

Now before you begin to get the notion that the reason the public is excluded from the Show until noon is to allow the exhibitors and others who are connected with it to sleep all the forenoon, let us assure you that this is not the reason at all, at all.

As a matter of fact, and although neither money nor effort have been spared to make the Show a worthwhile attraction for sight-seeing Mainers and summer people alike, the principal reason for putting on the production is to stimulate the sale of Maine products.

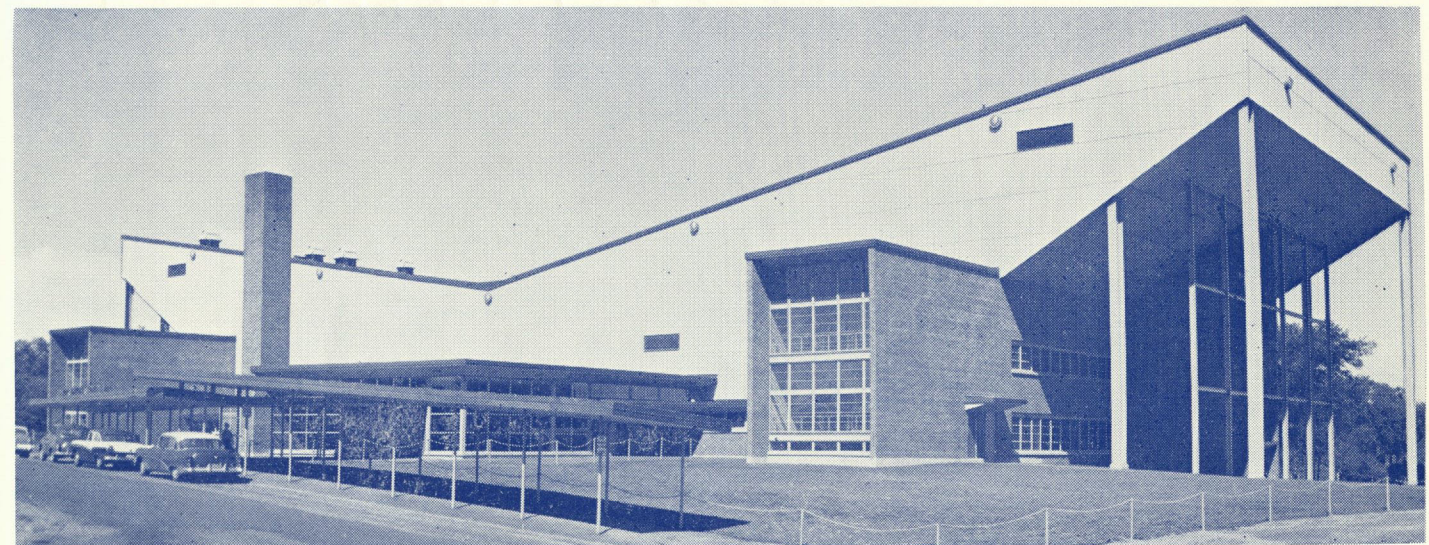
And this is why the general public is excluded from the Auditorium until noon — to allow the exhibitors and other Maine business people to visit back and forth among themselves and with the Government procurement officers and the visiting purchasing agents who will have flocked here from other states and from Canada to see what Maine has to offer that their companies or agencies may want to buy.

Also, it provides a breathing space during which the visiting financial and business writers and the trade representatives from foreign lands can interview and talk business with the Maine concerns.

In other words, we've excluded the general public from the Show until noon as a "business before pleasure" measure.

Some of the exhibitors will be offering prizes, but even if you don't happen to be one of the lucky ones to lug off this loot your time will not be wasted. For there's the biggest conglomeration of Maine-made things to see that ever was gathered together under one roof. There are things to interest and entertain young and old of both sexes. And it's educational, too.

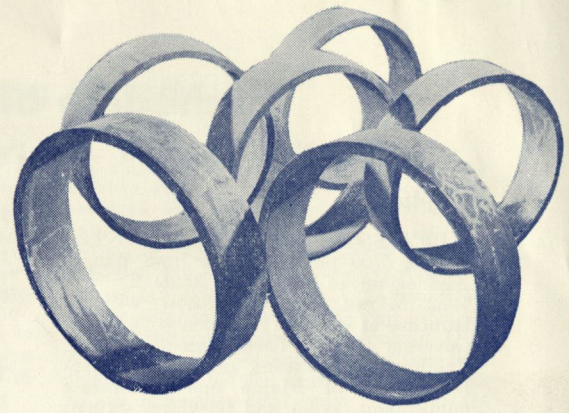
Well over 100 Maine-made products will be displayed, as well as national defense exhibits, a working model of the American Telephone & Telegraph Company's satellite communications system you've been hearing so much about lately, and a full-scale model of Friendship 7, the National Aeronautics and Space Administration's Mercury Project space capsule that orbited Colonel John H. Glenn into history, which are well worth travelling many miles to see.



Bangor Municipal Auditorium

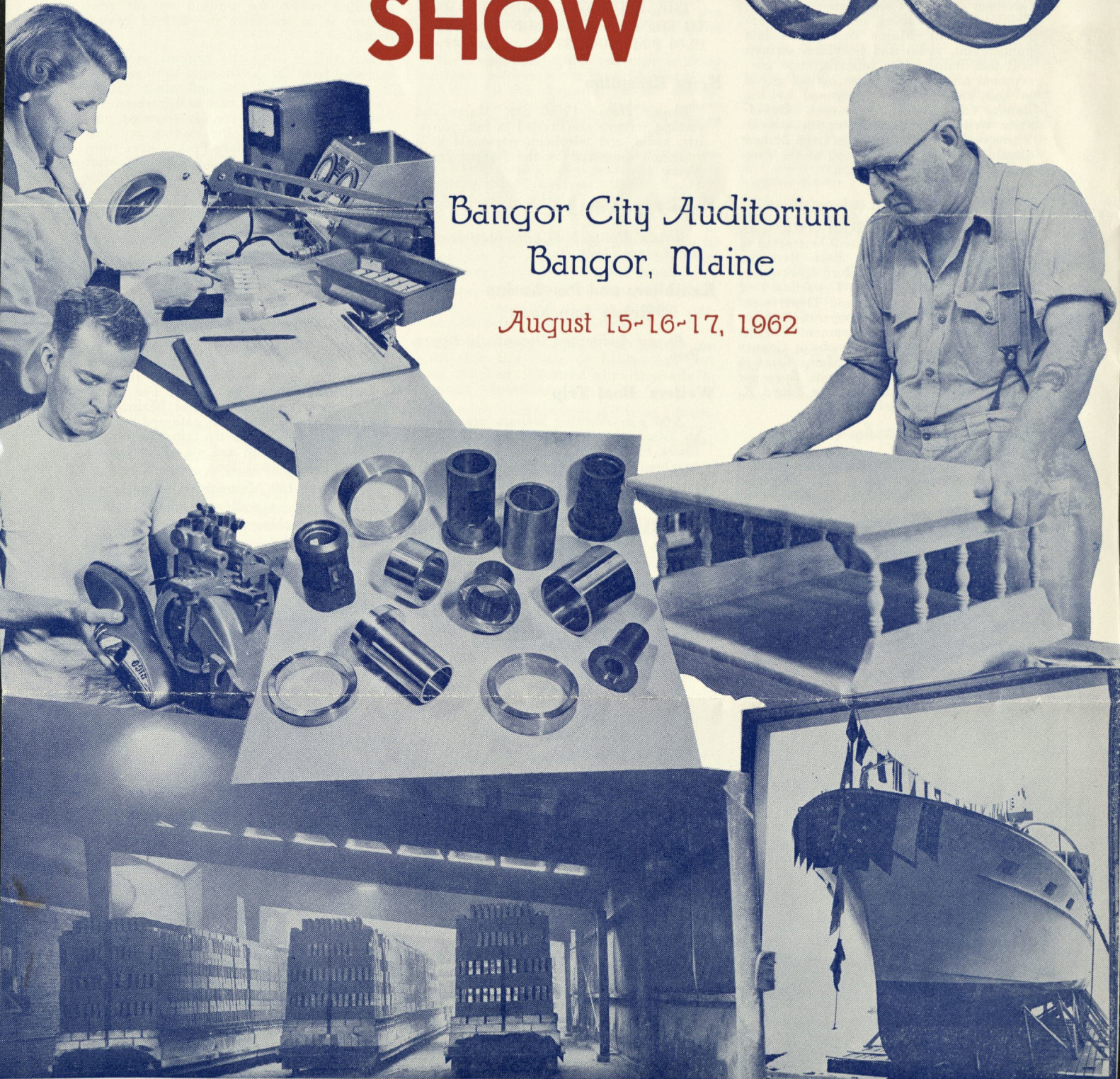
2nd Annual

MAINE PRODUCTS SHOW



Bangor City Auditorium
Bangor, Maine

August 15-16-17, 1962



"Showcase for Industry"

Sponsored by Maine Department of Economic Development